

4.(Amended) The display apparatus **according to claim 1**, wherein:

A1
the horizontal driving communicating section (8) has a receiving section (28) performing receiving process and an output selecting circuit (30) outputting the various control data input into the horizontal driving communicating section (8) and data input from the receiving section (28) selectively, outputs the control field (21) of the input data packet (20) transparently from the output selecting circuit (30), and outputs the information field (22) with replacing for a predetermined data packet (20).

7.(Amended) The display apparatus **according to claim 1**, wherein:

the horizontal driving communicating section (8) of the horizontal driving section (3) can output only in one direction; and

P2
the output data from the horizontal driving communicating section (8) connected at end position of the lowest stream in data transferring direction in a plurality of the horizontal driving position (3) connected serially is input to the second communicating section (6) of the driving control section (4).

8.(Amended) The display apparatus **according to claim 1**, wherein:

the driving control section (4) or the horizontal driving section (3) has a first reference clock generating section (7) generating first reference clock to control lighting gradation; and

the horizontal driving section (3) further has a lighting control section (15) controlling lighting gradation based on reference clock, a second reference clock generating section (19) generating second reference clock synchronizing the various control data input from the driving control section (4), a reference clock selecting circuit (36), which is input the first reference clock and the second reference clock, and selects the first reference clock or the second reference clock alternatively to output as reference clock to control lighting gradation.

10.(Amended) The display apparatus **according to claim 5**, wherein:

the horizontal driving section (3) has a third counter (40) counting input of the first reference clock and retaining predetermined data when count number of the input first reference data becomes a predetermined value, and clearing the count number of the first reference clock when the horizontal driving communicating section (8) receives a frame start packet denoting frame synchronizing;

the disturbance data retaining section (29) retains data denoting occurrence of disturbance of the first reference clock, when count number of the third counter is less than the predetermined value; and

the driving control section (4) reads the data denoting an occurrence of disturbance of the first reference clock by the disturbance data reading packet (20B), controls the reference clock selecting circuit (36) of the horizontal driving section (3)

123 occurring the disturbance to select from the first reference clock to the second reference clock by the data packet (20).

12.(Amended) The display apparatus according to claim 1, further comprising:

144 a substrate is integrated with a lighting element board (41) disposing the lighting elements (11) and a driving circuit board (42) having driving circuits (10) driving the lighting elements (11), and

wherein the driving circuits (10) are disposed between the lighting elements.

19.(Amended) The display apparatus according to claim 13, wherein:

the display section is constituted by a plurality of indicating blocks (10) divided into m rows X n columns (m, n are integer and two or more) areas;

the horizontal driving sections (3) are connected from the second communicating section (6) side one after another toward horizontal direction serially; and

145 the horizontal driving section (3) connected at end column of the lowest stream in each row is connected with the horizontal driving section (3) of the same column in next row.

20.(Amended) The display apparatus according to claim 13, wherein:

the horizontal driving section (3) judges whether to perform a receiving process against the transferred data packets based on the identification information (23) added to the data packets or not, by storing an individual ID (23A), which is added to each horizontal driving section (3) individually, to the horizontal driving side identification information storing section (29); and

the horizontal driving section (3) stores a common ID (23B) to be received by all of the horizontal driving sections (3) commonly.

21.(Amended) The display apparatus according to claim 1, wherein a plurality of the lighting elements (11) are disposed in a matrix shape in the display section (1).

22.(Amended) The display apparatus according to claim 1, wherein the control data is image data for image-displaying.

23.(Amended) The display apparatus according to claim 1, wherein the control data is illuminating data for an illumination.